

ECONOMY AT A GLANCE

# ALBERTA

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ADVANTAGE  
**ALBERTA**

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# MESSAGE FROM THE PREMIER

CANADIANA

MAY 25 1994

**T**hese pages present the highlights of one of the most dynamic economies in North America. In fact, over the past two decades Alberta's Gross Domestic Product has, in real terms, more than doubled in size. Even more significantly, the Alberta economy is more diverse today than ever before.

Economy at a Glance provides a overview of the structure of the Alberta economy and looks at the Province's most significant economic accomplishments: our productive workforce, opportunity industries, environmental protection, favourable tax regime, commitment to free enterprise, and success in the international marketplace.

As you read through this booklet, you will find that Alberta offers investors and entrepreneurs a diverse range of opportunities from food processing and forestry to advanced technologies and oil and gas. You will also find a government that works in partnership with business, industry, and the research and educational communities to shape Alberta's future through a vibrant economy.

# ALBERTA FACTS AT A GLANCE — 1992

Area	661,185 Square Kilometres
Population (July 1993)	2,662,000
Median Age (Years)	30.9

## The Economy — 1992

Gross Domestic Product (Market Prices)	\$75,041 Million
Private and Public Investment	\$20,264 Million
Total Value of Mineral Production	\$16,579 Million
Crude Oil	\$10,230 Million
Natural Gas	\$4,553 Million
Natural Gas By-Products	\$1,112 Million
Sulphur	\$129 Million
Coal	\$555 Million
Total Manufacturing Shipments	\$19,410 Million
Food & Beverage	\$4,960 Million
Refined Petroleum Products	\$3,194 Million
Petrochemicals & Plastics	\$3,376 Million
Fabricated Metal Products	\$943 Million
Pulp & Paper Products	\$1,021 Million
Primary Metals	\$891 Million
Lumber & Wood Products	\$1,047 Million
Industrial Machinery	\$646 Million
Printing & Publishing	\$741 Million
Construction Materials	\$619 Million
Electronics	\$708 Million
Other	\$1,451 Million
Total International Merchandise Exports	\$17,690 Million
Total International Services Exports	\$ 1,757 Million
Tourism Receipts	\$ 2,910 Million
Farm Cash Receipts	\$ 4,870 Million
Construction Work Purchased	\$12,443 Million
Housing Starts	18,573 Units
Labour Force	1,374,000
Employment	1,244,000

**Source:** Alberta Economic Development & Tourism,  
Adapted from Alberta Bureau of Statistics,  
Energy Resources Conservation Board and  
Alberta Agriculture, September 1993



# HIGHLIGHTS

**O**ne of the most dynamic business regions in North America, Alberta offers superb prospects for trade and investment. With a Gross Domestic Product (GDP) estimated at over \$75 billion (1992), the province has the fourth largest economy in Canada. In real terms, the size of the Alberta economy has more than doubled since 1971, while the population has increased by 64% to more than 2.6 million.

This performance is all the more noteworthy in light of the province's youth. A frontier territory 150 years ago, Alberta has experienced a remarkable transformation, emerging today as highly developed and technologically advanced region.

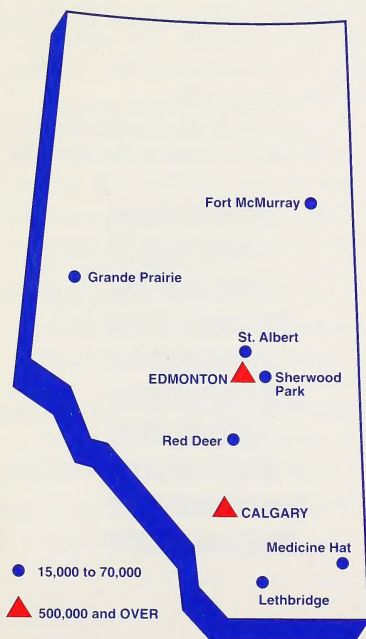
- Its major centres of Edmonton and Calgary rank respectively as the fourth and fifth largest cities in Canada.
- The University of Alberta in Edmonton is the nation's second largest English-speaking university.
- A workforce of more than 1.3 million people is among the most highly educated in North America.
- Alberta is rich in natural resources, which include vast forests, immense energy reserves, and abundant freshwater.
- Environmental responsibility is a provincial priority; Alberta has led the country in setting environmental policies and standards.

- Centres of Advanced Technology are located throughout the province to expedite the development and commercialization of advanced products and processes.
- A highly developed communications system includes the world's largest general mobile network and provides globally integrated voice and data links.
- Among all Canadian provinces, Alberta consistently records the highest per capita level of investment.
- International exports of Alberta produced goods and services reached \$19.4 billion in 1992, accounting for approximately 26% of the province's GDP.
- The province's location, combined with an efficient, multi-modal transportation infrastructure, gives Alberta-based companies a competitive advantage in servicing the Western Canadian and U.S. markets.
- Alberta's business climate is characterized by political stability and the cooperation and support of a government committed to free enterprise.

# THE PROVINCE

**T**he most westerly of Canada's three prairie provinces, Alberta lies between the 49th and 60th parallels, virtually the same latitudes as those bounding the United Kingdom. Nearly equal in size to the state of Texas, the province covers an area of some 661,000 square kilometres (255,000 square miles).

Alberta's location has significant advantages for accessing the western Canadian and United States markets. Among all major distribution centres in Western Canada, Calgary and Edmonton provide the best access — at the lowest



cost — to the western provinces, Northern Canada, the Pacific Northwest, California, and the Midwest States.

## **Human Resources**

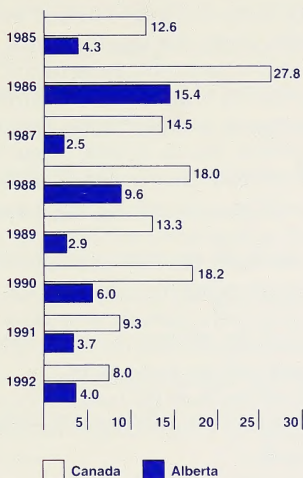
With two-thirds of the population under the age of 40, the province has one of the youngest populations in the industrialized world. This is, in part, due to the high level of international and interprovincial migration to Alberta over the past 15 years. Many new citizens, drawn from around the world by opportunities within the province, contribute to Alberta's multicultural diversity.

Albertans are among the best educated people in North America, with more than 40% of the workforce holding a post-secondary certificate, diploma or university degree. The Alberta Government recognizes that an educated population is essential to a technologically oriented society. This workforce offers tremendous advantages to the business community.

- Per capita productivity is the highest in Canada. As measured by GDP, this was \$29,319 in 1992 — 12% higher than the national average.
- The province has Canada's highest labour force participation rate. Of every 1,000 working-age Albertans, 719 were in the labour force in 1992, compared to the national average of 665.
- Alberta consistently has one of the best labour records of any province in Canada in terms of fewest workdays lost due to strikes.



### Labour Record 1985 – 1992 (Number of Person Days Lost Due to Work Stoppages Per 10,000 Work Days)



Source: Labour Canada & Statistics Canada

### Average Weekly Wages for Manufacturing Sector (Excluding Overtime, Annually) 1992



Source: Statistics Canada

## **Environmental Protection**

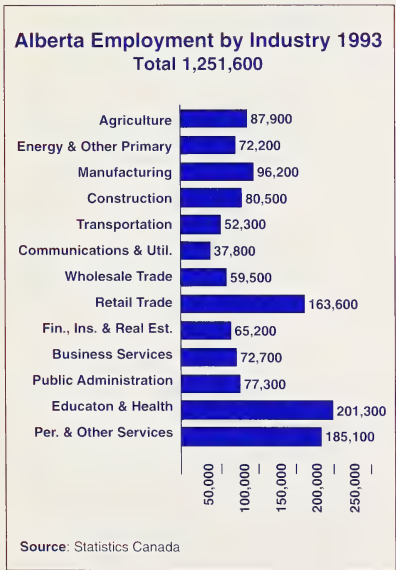
Alberta's natural endowment includes a productive agricultural land base, vast forests, immense energy reserves, and abundant freshwater supplies. While dedicated to developing these natural resources, the province remains firmly committed to environmentally sustainable growth. Alberta recently passed the comprehensive Environmental Protection and Enhancement Act which was drafted with extensive public consultation and input. The basic principles and policies providing the framework for this legislation will ensure the protection, improvement and wise use of our environment into the 21st century.

Alberta has been the leader in Canada in setting environmental policies and standards.

- The province's Alberta Energy and Utilities Board and Natural Resources Conservation Board ensure the responsible management and development of our renewable and non-renewable resources.
- Alberta has adopted new Sulphur Recovery Requirements in cooperation with industry that have reduced sulphur emissions to virtually zero.
- The province has developed the most comprehensive hazardous waste disposal system in North America — the first of its kind in Canada.
- Alberta is the Canadian leader in reforestation standards.
- The Alberta Environmental Research Centre is a world-class facility in applied environmental research, technology development, and related services.

# THE ECONOMY

Alberta has capitalized on its strengths in agriculture, energy, and other resource-based industries to develop a dynamic and diversified economy. Over the past two decades, the province has experienced rapid growth in such industries as petrochemicals, forest products, electronics and telecommunications, as well as tourism and business services, including computer software, engineering, scientific and technical services.



A highly educated population and entrepreneurial business community have proven to be key strengths in developing new areas of economic opportunity. Diversification has been accelerated by initiatives undertaken by the provincial government. Key elements of Alberta's current economic development strategy, as outlined in the Government's strategy paper "Seizing Opportunity" include:

- building a climate conducive to investment, wealth generation and job creation;
- facilitating economic development by providing services and information;
- supporting industry-led economic development;
- building strategic partnerships with business and communities;
- moving away from direct financial assistance to other means such as infrastructure development (in education, research and development, health care, transportation, communications, and municipal services) and rates of taxation; and
- establishing and maintaining open and participative decision-making processes to develop effective solutions to social and economic issues.

### **Favourable Tax Regime**

Albertans benefit from the lowest overall taxes in Canada.

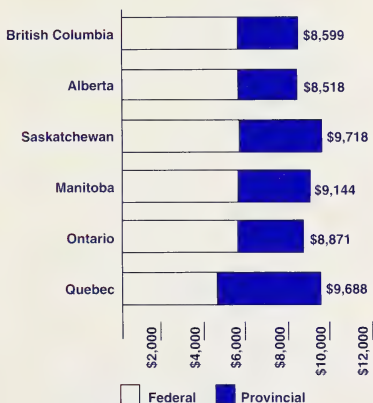
- Alberta is the only province which does not have a provincial retail sales tax.
- Alberta has the lowest provincial transportation fuel taxes in Canada.
- Provincial personal income tax rates are the lowest in Canada.
- The provincial corporate income tax



rate is 15.5% for general business, 14.5% for large manufacturers and processors, and 6% for small businesses.

- There are no general provincial payroll or capital taxes, which are prevalent in many other provinces and U.S. states.

### Personal Income Tax Comparison 1993



	Que	Ont	Man	Sask	Alta	BC
Provincial	\$5,008	\$3,196	\$3,448	\$3,958	\$2,815	\$2,907
Federal	\$4,680	\$5,675	\$5,696	\$5,760	\$5,703	\$5,692

\*Calculation is based on a two income family of \$55,000

Source: Alberta Treasury

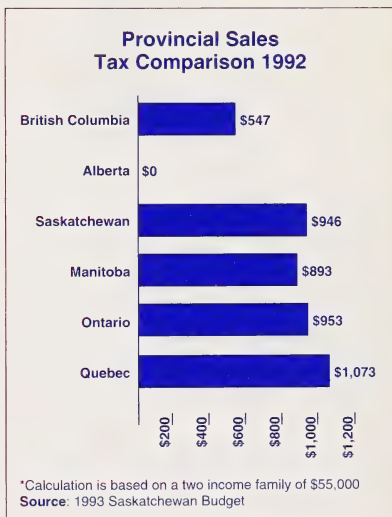
## Corporate Tax Rate Comparison

Income Taxes	Provincial Tax Rates						Federal Tax Rates
	B.C.	Alberta	Sask.	Man.	Ont.	Que.	
General Corporate Tax Rate (%)	16.5	15.5	17.0	17.0	15.5	8.9	28.0
Manufacturing Corporate Tax Rate (%)	16.5	14.5	17.0	17.0	13.5	8.9	21.0
Small Business Rate (%)	10.0	6.0	8.5	10.0	9.5	5.75	12.0
Surtax on Federal Tax Payable (%)	-	-			-	-	3.0
Other Corporate Taxes							
Payroll Tax (%)	-	-	-	2.25	1.95	3.75	-
General Capital Tax (%)	0.3	-	0.6	0.5	0.3	0.56	0.2

NOTE: Federal and provincial income taxes are applied against the same tax base, with the exception of Ontario and Quebec.

Rates Effective January 1994

Source: Alberta Treasury



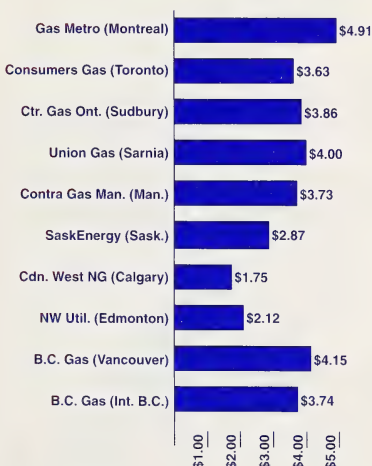
## The Alberta Advantage

Alberta has long been recognized as an attractive location for domestic and international investment. With its free enterprise outlook, favourable tax and regulatory regimes, stable labour climate, excellent research and develop-

ment institutions and education facilities, Alberta has consistently recorded Canada's higher per capita level of investment. Investors are also drawn to Alberta by a number of other factors, which include:

- Alberta's resource base has always been a major attraction for investors as evidenced by recent major investments in the energy sector, forest products industry, food processing and petrochemicals. Ongoing advances in technology continue to interest potential investors in major oil sands development; and Alberta is currently viewed as the most attractive region in North America for conventional oil and gas recovery projects.

**Canadian Natural Gas Rates  
(October 1993)  
5000 GJ/Month**



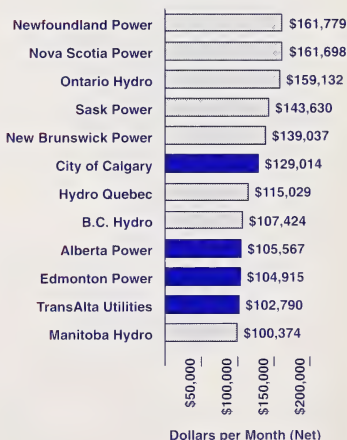
Source: Canadian Enerdata Ltd.

- Natural gas deposits in Alberta repre-

sent a major resource. In 1992, remaining established reserves of marketable gas were estimated at 56 trillion cubic feet and ultimate potential reserves were an estimated 136 trillion cubic feet. With the abundance of this valuable resource, new technologies and expertise and expanded pipeline capacity, Alberta's natural gas prices are among the lowest in North America.

- In addition, Alberta's natural scenic beauty and attraction as an international tourism destination has created a multitude of investment opportunities in a growing tourism industry. Over 260 projects, with a value of \$2.8 billion, have recently been completed or are currently under development in Alberta.
- With an abundance of low sulphur

### Comparison of Industrial\* Electricity Bills in Canada Rates in Effect July 1993



Source: Alberta Energy

\* Assumes 5000 KW demand, 80% load factor, 90% power factor



coals and natural gas, Alberta offers the business community a competitive advantage in a reliable supply of electricity rates which are among the lowest in North America.

- Alberta's financial community is fully integrated with Canada's world class system, providing a comprehensive range of financial services to meet all personal, business and industry requirements.
- Centres of Excellence — The Alberta Government supports a number of research centres throughout the province, which allow for an easily accessible pool of research development, testing and training services for industry.
- Alberta's workforce offers significant advantages to the business community. With two-thirds of the population under the age of 40, the province has one of the youngest, most productive, and highly educated workforces in North America.

## **Export Orientation**

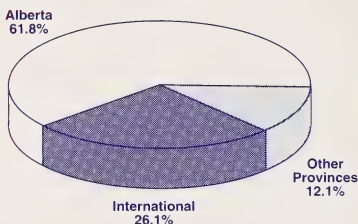
Alberta has long been a proponent of more liberalized world trade. The province supported the implementation of the Canada/United States Free Trade Agreement and is a strong supporter of the North American Free Trade Agreement. Exports are a key component of Alberta's economy accounting for approximately 26% of the province's GDP. In 1992, Alberta business exported over \$19 billion worth of goods and services to world markets — a record value for Alberta.

While exports of primary products and commodities remain strong, an increasing proportion of Alberta's manufactured products is destined for world markets.

Particular strength has been demonstrated in such industries as petrochemicals, forest products, processed foods, petroleum exploration and development equipment, electronics and telecommunications, underscoring the increasing diversity of the provincial economy. Service exports are also growing in importance, particularly in niche markets in the areas of engineering, oil and gasfield services, environmental services, and land-related information systems.

Alberta companies export their goods

### Distribution of Alberta Goods & Services 1992



Just under 37 cents of every dollar in Alberta's annual income comes from out-of-province shipments of goods and services.

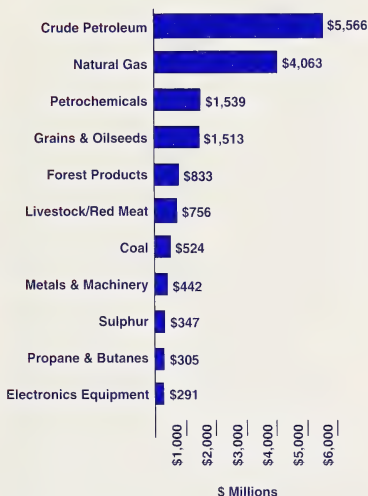
**Source:** Alberta Bureau of Statistics

and services to more than 140 countries around the world. While no areas of potential are overlooked, export market initiatives are now concentrated on three areas.

- Alberta companies continue to capitalize on opportunities created by the Canada/United States Free Trade Agreement, which provides expanded and more secure access to the United States market of over 250 million consumers.

- Stronger trade ties are being developed with countries in the Asia/Pacific region, which is the province's fastest-growing market, particularly for manufactured products.
- Priority markets in Europe and the Former Soviet Union are also being developed in cooperation with the Canadian Government. The European Community, as well, has become an important source of investment capital for Alberta.

### Alberta's Major Product Exports 1992



Source: Statistics Canada

# OPPORTUNITY INDUSTRIES

**T**he four major components of Alberta's economy — resources, manufacturing, advanced technology, and services — hold a diverse range of opportunities.

## RESOURCES

### Agriculture

Alberta has one of the world's most productive agricultural economies, producing about 20% of Canada's annual output. Approximately 13 million hectares (32 million acres) of land are currently under cultivation and a further 8.5 million hectares (19 million acres) of uncultivated land are used as pasture and forage for livestock. While wheat remains the primary crop, the production of new crops and new varieties of existing crops continue to expand as the industry diversifies. The province maintains the largest livestock population in Canada.

Total farm cash receipts for Alberta's 57,000 farms and ranches amounted to nearly \$4.9 billion in 1992. This was divided between crop and livestock sales. Crop receipts totalled about \$2.3 billion in 1992, and livestock receipts reached approximately \$2.6 billion — the highest level ever recorded for Alberta.

A significant investment in irrigation systems has transformed 434,000 hectares (1.1 million acres) of dry land in Southern Alberta into highly productive agricultural land. This represents approximately half of the total irrigated land in Canada.



## Energy

Long known as Canada's "energy province," Alberta has over 80% of the country's reserves of conventional crude oil, over 90% of its natural gas, and all of its bitumen and oilsands reserves. The oil and natural gas sector has responded successfully to the challenge of unstable energy prices in the 1980s by significantly reducing production and operating costs.

In 1992 and 1993, the production of primary oil and gas increased substantially over previous years, due to the combined effect of increased demand; expanded pipeline capacity; and improved technologies. The increasing demand by the United States for natural gas has resulted in increased production. Natural gas exports to the United States increased by 19.0% in 1992 and by more than 10% in 1993.

Demand for heavy crude oil increased upon the completion of the Lloydminster Bi-Provincial Upgrader, and will further increase in 1994 with the introduction of the new upgrading capacity at the Billings, Montana Conoco refinery.

The world's largest producer of sulphur from hydrocarbon sources, Alberta produces 85% of Canada's total output. The province also accounts for almost one-half of the value of Canada's mineral production. While most output is related to natural gas and oil, the province also has extensive low-sulphur coal reserves. Coal mining has become increasingly important in recent years, with annual production more than doubling since 1979. Most of Alberta's metallurgical coal production is exported to overseas markets to be used in the production of steel, while the low-sulphur thermal coal is used as a fuel-

source for the generation of a reliable supply of low-cost electricity in Alberta.

### **Forestry**

Over one-half of the province of Alberta, or approximately 350,000 square kilometres, is covered by forests. More than one-half of the trees are conifer (softwood) such as spruce, pine and fir. The rest are deciduous (hardwood) such as aspen.

Since the 1950s, the Alberta Government and the forest industry have worked together to implement a system of harvesting and reforestation based on the concept of sustained yield. The sustained yield approach essentially means that the amount of timber harvested each year should not exceed the amount grown. While Albertans recognize that the forest industries are an important source of wealth and employment, they also recognize the multi-use nature of the resource base and the need to minimize the environmental impacts of harvesting and processing.

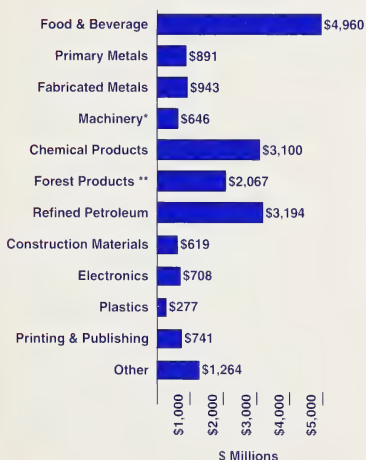
Forestry is now the fourth largest primary economic sector in Alberta — behind energy, agriculture and tourism. Total industry shipments in 1992 were valued at just under \$2.1 billion (with \$850 million in exports) and represented an increase of 89% over the total shipments of almost \$1.1 billion recorded in 1986. Direct employment in Alberta's forest industries currently stands at about 17,000, with both direct and total employment effects estimated at just under 40,000.

## MANUFACTURING

Substantial progress has been achieved in diversifying the types of manufactured goods produced in the province and in expanding markets for these products. In terms of real value of shipments, Alberta's manufacturing base has nearly tripled in size since 1970.

Investment activity in the manufacturing sector has shown impressive growth in the past five years and has led to a significant expansion in production. Alberta's manufacturing shipments increased from \$15.1 billion in 1986 to \$19.4 billion in 1992 — an increase of some 27%.

**Value of Alberta Manufacturing Shipments 1992**  
**Total \$19,410 Million**



\* Excludes Electrical Machinery

\*\*Includes Wood Industries, Pulp & Paper

Source: Statistics Canada

## **Food and Agricultural Processing**

Food and beverage processing remains the largest manufacturing industry in Alberta in terms of both sales and employment. Food and beverage shipments were more than \$4.9 billion in 1992, representing approximately 26% of Alberta's manufacturing shipments. These shipments represented over 40% of food processing in Western Canada. The food and beverage industry added over \$1 billion to the value of agriculture products purchased from Alberta farmers and ranchers.

Alberta's farmers, ranchers and the food and beverage industry rely heavily on trade within and outside Canada. The value of out-of-province exports was \$4.5 billion in 1992, of which \$3.1 billion was exported out of Canada.

## **Petrochemicals and Plastics**

The petrochemical industry has evolved from the province's energy resource base to become one of the largest manufacturing industries in Alberta. Industry shipments of chemicals and plastics products were valued at nearly \$3.4 billion in 1992. Nearly half were exported outside of Canada.

Approximately \$6 billion was invested in petrochemical and related facilities in the late 1970s and early 1980s. Alberta now produces a range of ethylene derivative products, including polyethylene, ethylene glycol, vinyl acetate, vinyl chloride monomer, polyvinyl chloride, and styrene. Alberta is also a major producer and exporter of methanol and nitrogen-based fertilizers, based on natural gas as a feedstock.

A new round of petrochemical investment valued at more than \$1.6 billion, including the recently completed \$390



million MTBE (gasoline additive) plant, is currently underway. This is further expanding Alberta's petrochemical capacity in value-added products. Dow Chemical's \$800 million hydrocarbon project to be completed in 1994 will increase Alberta's ethylene and polyethylene production. Alberta Orient Glycol Co. is also investing \$450 million to double its production of ethylene glycol. New investment activity in downstream plastics processing has resulted in a much larger industry and more diverse range of plastics products manufactured in Alberta in recent years.

### **Forest Products**

The forest products industry has become a major success story in contributing to Alberta's diversification efforts over the past three to four years. The industry has four major components: lumber, panelboard, pulp and paper, and value-added wood products. While lumber and pulp are the most important in terms of value of shipments, Alberta-based businesses are also taking advantage of opportunities in value-added manufacturing and further processing of the province's forest resources.

With more than \$3.7 billion in new investment since 1986, Alberta has seen a major increase in the production of pulp, newsprint and panelboard products — such as oriented strandboard and medium-density fibreboard. With another \$3 billion in forest-related investment anticipated over the next four to five years, the opportunities for continued growth and expansion are very promising.

There is significant potential for new or expanded production of oriented strandboard, medium density fibreboard,

particleboard, and laminated veneer lumber. Laminated wooden beams, windows, doors, cabinets and other specialty lumber products, together with office and home furniture, represent other areas of opportunity for business growth.

### **Metal and Machinery Products**

Primary metal industries in Alberta produce iron and steel from scrap metal, plus non-ferrous metal products such as nickel and cobalt. In steel production, the industry is dominated by three major vertically integrated companies which operate eight plants in Alberta. Some 700 fabricated metals and machinery and equipment firms manufacture products for the oil and gas industry, as well as the forestry, manufacturing and construction industries.

### **Petroleum Refining**

Alberta refineries, which supply most of the Western Canadian market, make up more than one-fifth of Canada's refining capacity. In 1992, the total value of shipments amounted to \$3.2 billion. Five refineries have a throughput capacity of just under 375,000 barrels per day. Transportation fuels, including gasoline, diesel fuel and aviation fuel, make up about 80% of all production. Other products include heating oil, asphalt, petrochemical feedstock, kerosene and lubricants.

### **Other Industrial and Consumer Products**

An increasingly diverse range of industrial products — including aerospace and transportation equipment, as well as industrial and specialty chemicals — is being manufactured in Alberta. Firms

have incorporated advanced manufacturing techniques and have diversified product lines. Manufacturers of consumer products have also demonstrated considerable growth over recent years, developing niche markets for specialty products. Today, approximately 250 Alberta firms produce sportswear, skiwear, and other garments; furniture and fixtures; recreational vehicles and leisure products; sporting goods; and products for the equine industry.

## **ADVANCED TECHNOLOGY**

The province's advanced technology industries have demonstrated impressive growth over the past decade. Today, more than 50,000 Albertans are directly employed by approximately 1,000 advanced technology enterprises operating in the province.

With an average investment of \$250 million per annum, the Government of Alberta is one of the largest contributors to science and technology activities of any province in Canada. Since 1983, \$2.3 billion has been invested in promoting science and technology, and a number of Centres of Advanced Technology have been developed. Efforts are now being concentrated on commercializing innovative technologies, particularly in the following four areas where the province's industry has both a competitive edge and long-range potential.

### **Medical Research and Biotechnology**

Since it was established in 1979 with a \$300 million endowment, the Alberta Heritage Foundation for Medical Research has created a medical research environment comparable to the best in

the world, attracting basic and clinical research scientists to Alberta hospitals and universities. In their search for new knowledge, scientists are laying the groundwork for products and technologies for the health care and biotechnology industries. A technology commercialization program is beginning to translate medical research into successful commercial ventures.

### **Advanced Materials**

The advanced industrial materials sector in Alberta is comprised of a number of large corporations which manufacture leading edge products and smaller companies which have developed specialized materials products for niche markets. Advanced polymers, ceramics, specialty metals and composites producers are included. Also, the sector contains companies which use advanced processing techniques to manufacture leading edge finished component products. The \$140 million WESTAIM project is a major joint industry/government initiative that has been launched in Alberta to commercialize advanced industrial materials and systems.

### **Electronics and Telecommunications**

The electronics and telecommunications industry in Alberta originally developed to meet domestic demand primarily from the energy sector. Now electronics companies are more likely to be in "non-traditional" emerging growth areas like smart card technologies, opto-electronics, or sophisticated network management systems. These companies are developing technologies on the leading edge, supported (and sometimes

spawned) by an extensive technology infrastructure.

As a result, Alberta's electronics and telecommunications industry continues to grow at an impressive rate. In 1992, total revenues by electronics/telecommunications manufacturers totalled over \$1 billion, with approximately 60% of total industry revenues resulting from exports outside Canada. Alberta has also become the Canadian centre for wireless systems R&D and manufacturing.

### **Information Technologies**

Approximately 400 computing services companies include firms engaged in data processing, systems services and other "service bureau" operations. The software industry dominates the sector, with Alberta companies developing almost 900 types of software packages for national and international markets. Albertans also enjoy one of the most advanced telecommunications systems in Canada. Alberta educational institutions are widely recognized pioneers in the field of distance learning and provide a wide range of multi-media education services and are currently exploring new dimensions in utilizing interactive technologies.

### **SERVICES**

The service sector accounts for more than 60% of Alberta's GDP. More than two-thirds of Alberta's employment is found in such industries as business and financial services, transportation, tourism, retail trade, and health and education services. In many segments of the service economy, expertise developed by Alberta companies is now being exported to countries around the world.

## **Tourism**

Tourism has become one of the province's largest industries, employing an estimated 100,000 (full and part time) Albertans and generating approximately \$2.9 billion in revenues for the province in 1992. Slightly less than half this amount, about \$1.4 billion dollars, comes from out-of-province visitors. Prospects for tourism in the years ahead are even more promising. Beyond capitalizing on the appeal of the Rocky Mountains, the province has made a significant investment in developing such outstanding tourism facilities as the all-season Kananaskis Country, with its two world-class golf courses and Olympic ski resort. The province has also opened up a number of interpretive centres showcasing Alberta's history, including the Royal Tyrrell Museum of Palaeontology, Frank's Slide, Head-Smashed-In Buffalo Jump, the Reynolds-Alberta Museum and the Remington Alberta Carriage Centre. Major new tourism and recreation facilities currently planned for the Bow-Canmore Corridor will further enhance Alberta's reputation as an international tourist destination.

## **Business and Financial Services**

One of the fastest growing segments of the province's service sector, the business services industry employs approximately 70,000 Albertans — more than 5% of the total Alberta workforce. Engineering, architectural, and technical services together represent the largest component of the industry, with engineering firms becoming more export oriented in recent years. Other business services include management consulting firms, advertising and marketing firms,



scientific, technical and environmental services, as well as oil and gasfield, agriculture and forestry services. The financial services industry is also well represented, with many international, national and provincial financial institutions operating in the province.

### **Retail Trade**

In 1992, per capita consumer spending in Alberta was the highest in Canada, with a high degree of consumer confidence giving rise to an extremely active retail trade industry. Retail sales in 1992 amounted to more than \$19 billion and employment totalled 160,000. Major retail complexes such as West Edmonton Mall, North America's largest shopping centre integrating retail, recreation and entertainment facilities, serve as tourist attractions in their own right.

### **Transportation**

Alberta has developed an extensive transportation infrastructure which includes road and rail systems linked to all parts of Canada and the United States, as well as excellent air service to both Canadian and international destinations. Alberta Intermodal Services, an Alberta-based corporation, provides exporters and importers with low inland rail transportation costs to and from the West Coast.

# **ALBERTA'S COMMITMENT TO THE PRIVATE SECTOR**

**P**rivate sector initiative is the driving force behind Alberta's economic growth and diversification. To support new ventures, encourage innovation and reinforce efforts to diversify into new areas of opportunity, the Alberta Government is committed to maintaining a positive business climate, which includes helping businesses improve their competitiveness through a range of service and information programs.

## **Business Services**

There are a range of programs available to business including management programs, organizational support, and counselling services in such areas as financing, manufacturing, merchandising, marketing, transportation, site location, and Total Quality Management.

## **Technical Assistance**

Support for promising development in science and technology is provided through Centres of Advanced Technology. Product development and commercialization are fostered through initiatives such as the Technology Commercialization Program, the Food

Processing Development Centre and the Alberta Research Council.

### **Trade Development**

The Alberta Government assists in export market development by leading missions, participating in trade fairs and expositions, maintaining good international relationships, and promoting Alberta business around the world.

### **Investment**

The Alberta Government seeks to attract investment to the province by encouraging domestic and foreign investment, joint ventures and other strategic alliances, by way of the Investment Matching Service of Alberta, the Business Immigration Program and coordinating incoming and outgoing investment missions.

# TRADE AND INVESTMENT OPPORTUNITIES

**A**lberta today is poised on the threshold of even more significant growth and development. Opportunities to participate through trade and investment hold outstanding potential.

Those who are interested in exploring the advantages of doing business in Alberta through direct investment, joint ventures, or other strategic alliances, are invited to contact any of the province's five international offices or the Department of Economic Development & Tourism in Alberta.

For more information on investment opportunities contact:

**Alberta Economic Development  
and Tourism  
Industry, Technology and Research Division  
11th Floor, 9940 - 106 Street  
Edmonton, Alberta  
Canada T5K 2P6  
Telephone: (403) 422-2500  
Fax: (403) 422-2091**

For information on trade opportunities contact:

**Alberta Economic Development  
and Tourism  
Tourism, Trade and Investment Division  
4th Floor, 10155 - 102 Street  
Edmonton, Alberta  
Canada T5J 4L6  
Telephone: (403) 427-2557  
Telefax: (403) 422-9127**

OR one of Alberta's international offices: see back cover.

# REGIONAL OFFICES

## **Edmonton**

Small Business & Tourism  
Development Division  
6th Floor, Sterling Place  
9940 - 106 Street  
Edmonton, Alberta  
T5K 2P6  
Telephone: (403) 427-3685  
or 427-5267

## **Camrose**

5005 - 49 Street  
Camrose, Alberta  
T4V 1N5  
Telephone: (403) 679-1235

## **Grande Prairie**

Room 1401  
Provincial Building  
10320 - 99 Street  
Grande Prairie, Alberta  
T8V 6J4  
Telephone: (403) 538-5230

## **Medicine Hat**

Room 217  
Provincial Building  
770 - 6 Street S.W.  
Medicine Hat, Alberta  
T1A 4J6  
Telephone: (403) 529-3630

## **Red Deer**

3rd Floor  
Provincial Building  
4920 - 51 Street  
Red Deer, Alberta  
T4N 6K8  
Telephone: (403) 340-5300

## **Calgary**

5th Floor  
999 - 8 Street S.W.  
Calgary, Alberta  
T2R 1J5  
Telephone: (403) 297-6284

## **Edson**

Bag 9000, Room 204  
Provincial Building  
111 - 54 Street  
Edson, Alberta  
T7E 1T2  
Telephone: (403) 723-8229

## **Lethbridge**

Bag 3014  
416 Stafford Drive S.  
Lethbridge, Alberta  
T1J 4C7  
Telephone: (403) 381-5414

## **Peace River**

Bag 900, Box 3  
10122 - 100 Street  
Riverdrive Mall  
Peace River, Alberta  
T8S 1T4  
Telephone: (403) 624-6113

## **St. Paul**

P.O. Box 1688  
Room 409  
Provincial Building  
5025 - 49 Avenue  
St. Paul, Alberta  
T0A 3A0  
Telephone: (403) 645-6358

**THE BUSINESS LINE** is a government service available to Alberta business people. Professional staff are available to answer general questions on business including financing, marketing, manufacturing, and available business assistance programs.

## **THE BUSINESS LINE**

**Toll-Free, 1-800-272-9675**

**In Edmonton, 422-9494**



## WHERE TO FIND THE ALBERTANS

**I**nterested in investing in an opportunity industry, undertaking a joint venture, representing an Alberta company — or in visiting this Canadian province? We invite you to contact knowledgeable representatives for all the facts you need.

### **New York**

Government of Alberta  
23rd Floor  
General Motors Building  
767 Fifth Avenue  
New York, New York  
USA 10153  
Telephone: (212) 759-2222  
Telefax: (212) 759-3682

### **Hong Kong**

Government of Alberta  
Rooms 1003-1004  
Tower 2, Admiralty Centre,  
18 Harcourt Road  
Central, Hong Kong  
Telephone: 852-528-4729  
Telex: 802-61961+  
Telefax: 852-529-8115

### **Korea**

Government of Alberta  
c/o Canadian Embassy  
10th Floor, Kolon Bldg.  
45, Mukyo-dong, Chung-ku  
Seoul 100-070, Korea  
Telephone: 82-2-753-2605  
Telefax: 82-2-755-0686

### **Tokyo**

Government of Alberta  
3rd Floor, Place Canada  
3-37 Akasaka 7-chome  
Minato-ku, Tokyo 107  
Japan  
Telephone: 81-3-3475-1171  
Telex: 72-28543+  
Telefax: 81-3-3470-3939

### **London**

Alberta Government Office  
1 Mount Street  
London, England W1Y 5AA  
Telephone: 4471-491-3430  
Telex: 51-23461+  
Telefax: 4471-629-2296

# Alberta

ECONOMIC DEVELOPMENT  
AND TOURISM